سياسة النشر في مواقع التواصل الاجتماعي والموقع الإلكتروني

Policy of publication on social media and website

Social Media Channels
Publication shall be made through the following official channels:

- Instagram, Twitter, Facebook, LinkedIn: Through these channels, news, broadcasts, initiatives, events, circulars, marketing of services, tenders, auctions and laws of the Department are published.
- YouTube: Film materials related to events and initiatives of the Department and which exceed 60 seconds.
- Website: Press news, circulars, articles related to leadership and reports.

Categories of Publication:

- Press News: Approved news of the Department as published in newspapers in terms of priority to inform the Chairman and General Manager of the Department.
- Events, Publications, Conferences and Exhibitions: As organized by the Department.
- Marketing and Promotional Bulletins of Services of the Department: These are important for customers and all sectors of society.
- News of Society (Statements in terms circulated between members of Society).
- Statements of Chairman and General Manager of the Department: This is in addition to officers in charge in the Department.
- Awards: These are the awards which the Department obtains at the local, Arab, and international levels.

Conditions of Publication:

- Summary of the subject matter of bulletin shall be sent by the concerned directorate.
- Study and evaluation of the subject matter of bulletin by the Information Division during maximum period of 3 working days as of the date of receipt of application.
- News related to the strategy of the Department which agrees with its corporate image shall be published.
- News shall be published in the name of Department or the Chairman, General Manager, Inspectors, Managers and Directors only but the same shall not be published in the names of various divisions and teams in order to maintain promotion of the corporate image of the Department.
- The timing of publication and appropriate social media channels shall be determined by the Division of Public Relations and Information according to the importance and volume of news.
- The news shall be published once only if the event or initiative is organized for a period exceeding one day unless the same is a corporate matter at the level of Department and the entire society.
- Personal news and efficiency of personal effort shall not be published on the official pages of the Department.
- No news of influence in social media or the officers in charge of other parties shall be published or reprinted on the official pages of the Department.
- All published images or videos must contain a human being unless they are concerned with premises or services of municipality and which do not require presence of human being (area and his happiness shall be the focus of services of the Department and consequently they should be connected).
- Selection of music that is appropriate for the period in periodical bulletins.
- The published images or videos should be produced officially and not taken from the phone.
- The Division of Public Relations and Information has the right to refuse to approve publishing any news and give the reasons of the same.

Responsibility of Approval:

- Approval shall be made by the Chief of Division of Public Relations and Information.
- Statements of Chief of Department shall be approved by the office of His Highness.
- Statements of General Manager shall be approved by the latter directly.
- Art news shall be approved by the sector or concerned department.

شروط النشر:

- إضافة إلى ما هو متعلق بالشأن العام، فإن القسم العام، وذلك قبل فترة تزيد عن 3 أيام، سيقوم بإعداد مجمل موضوع البانر، حتى يتم إبلاغ القسم العام، وذلك قبل فترة تزيد عن 3 أيام، عن الدعوى العملياتية الشاملة.
- يتم إجراء الدراسة والعناصر المكملة للشرح والأعمال الأساسية المتعلقة بها، بما في ذلك:
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Ismail bin Haitham
Determination of Bulletins:
The Department of Public Relations and Information shall prepare a monthly report determining the results of media coverage on the social media posts and the website.

Controls of Management of Official Account and Website of Department:
- Following up the account and website of the Department continuously and establish procedures to activate the continuous process of follow-up.
- Determination of the limits of sending messages on social media websites and distribution of the same among the employees authorized to respond to questions and the responses received from follow-up.
- Direct transmission of a message of common format upon receipt by the employee of any inquiry, such message to include thanks to the follower and confirmation that the reply to him will be sent within an appropriate time after receipt.
- Determination of rules and responsibilities among the members of work team in coordination with the Chief of Public Relations and Information Division concerning the level of response to all inquiries received by the Department and the mechanism of dealing and interaction with the same.
- Handling complaints, suggestions and inquiries by the officer in charge of social media sent through the websites of social media and sending the same to the department concerned with the complaints and suggestions on the same shall be followed up by them in order to order in the same in the Complaints Registration (CRM) and to notify the same by them according to the procedures applicable in the Department and in the Public Relations and Information Division of results of closure.
- The employee who is authorized to be responsible for removal of any content or text on the account of Department on social media and the website.
- Issuance of emergency responses and considering the same as a reference for responding to the repeated inquiries of the public on the social media in a manner that agrees with the nature of the Department.
- Refraining from interaction with suspicious accounts or the accounts which publish strange and non-objective content or which violate the principles, laws and regulations of the UAE, including following up those accounts or republishing their content.
- Deletion of any negative content before or after publication as may be applicable in a calm and direct manner.

Controls of Management of Content:
Management of content is considered necessary to obtain a social media account that is known for its transparency and responsibility and guarantees an environment that is filled with positivity and lacks any content which may be considered as offense. Hence, the Government Authority shall endeavor to exclude and decline any negative content added to the account by the followers which is considered as offensive, promotes hatred or violates law. In addition, the same applies in the cases in which the publication is an advertisement or any other content that violates the conditions of service of the social media website or which contradicts with any instructions published within the conditions of communication as specified by the Department.

The Department may amend the content before or after publication. Before publication, the content is published in advance in order to decide whether to accept or reject the content or subject. If the subject is rejected, a certain process shall be followed in which the concerned person shall be notified of the decision of rejection. However, amendment after publication is represented in correction made after publication of content or subject as this amendment should be direct and neat in order to avoid defamation of the Department is an improper content is published. In addition, choices of notification of any offense should be disclosed. This choice shall provide the public a chance to report to the supervision of the account or any improper message.

The Department shall establish standards for ensuring objectivity in management of content and the work team of social media shall decline any improper content published on the account of the Department. In addition, it shall establish rules for management of social media websites and establish the conditions of communication in all accounts of the Department on those websites so that the same shall be available and clear for the public. Furthermore, a procedure shall be developed in which any unjustified detection is notified in order to protect the rights of public. The foregoing shall be in addition to and effective supervision and review of content of social media websites that had been circulated by other users.

A sustainable environment and a modern structure to build the future of Ajman